

KPHO PROGRAMMING

Date: 6/6/06
To: FCC
From: KPHO TV
Re: Possible Options for Digital Multicasting

This is information regarding KPHO's multicasting plans.

Programming and Special Offerings we are broadcasting now:

World Baseball Classic

- Aired 3 games on channel 5.2, 3/12 – 3/14/06

CBS Special Events

- NCAA Basketball Tournament 3/16/06 – 4/1/06. Aired all 63 games of the tournament, up to four games at once, using channels 5, 5.1, 5.2 and 5.3. We expect that multicast to be an annual event.
- The Masters PGA Tournament 4/6/06 – 4/9/06. Aired complete coverage of all four days of the tournament in HD while simultaneously airing CBS regular programming. This is and will be an annual event.

Programming we have in the works

CBS 2

- A second 24/7 entertainment and sports network from CBS.

News Channel

- A live 24/7 local and regional news channel.

Alternatives possible once we're assured extra channels will have an audience

- Expanded / alternate coverage of major events.
- Expanded / continuing coverage of breaking news.
- Low bandwidth 24/7 channel for local weather and/or traffic conditions
- Occasional events of local interest, similar to the WBC games we carried in March.
- Expanded political coverage with local debates and extended local election coverage.